CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
482961 /	06213752

Product
D HELLER FOR SENATE

Contract Dates	Estimate #
08/29/12 - 09/04/12	

Advertiser	Original Date / Revision
Dean Heller For Senate	06/26/12 / 08/08/12

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KVVU	Teresa Difuria	TELEREP-PHIL

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	08/29/12	08/31/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	$470.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/27/12	09/02/12	--W-F--	2	$235.00							
N 2	KVVU	08/30/12	08/30/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	$470.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/27/12	09/02/12	---2---	2	$235.00							
N 3	KVVU	09/03/12	09/04/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	$470.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/03/12	09/09/12	MT-----	2	$235.00							
N 4	KVVU	08/29/12	08/31/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	4	$1,540.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/27/12	09/02/12	--W-F--	4	$385.00							
N 5	KVVU	08/30/12	08/30/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$385.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/27/12	09/02/12	---1---	1	$385.00							
N 6	KVVU	09/03/12	09/03/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	$770.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/03/12	09/09/12	2------	2	$385.00							
N 7	KVVU	09/04/12	09/04/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$385.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/03/12	09/09/12	-1-----	1	$385.00							
N 8	KVVU	08/29/12	08/31/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/27/12	09/02/12	--WTF--	3	$100.00							
N 9	KVVU	09/03/12	09/04/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/03/12	09/09/12	MT-----	2	$100.00							
N 10	KVVU	08/29/12	08/31/12	Cold Case Files	1-2pm		:30			NM	3	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/27/12	09/02/12	--WTF--	3	$100.00							
N 11	KVVU	09/03/12	09/04/12	Cold Case Files	1-2pm		:30			NM	2	$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
482961 /	06213752

Contract Dates	Product	Estimate #
08/29/12 - 09/04/12	D HELLER FOR SENAT	

Advertiser	Original Date / Revision
Dean Heller For Senate	06/26/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 12	KVVU	08/29/12	08/31/12	Cops	2-3p		:30			NM	3	$300.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
N 13	KVVU	09/03/12	09/04/12	Cops	2-3p		:30			NM	2	$200.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 14	KVVU	08/29/12	08/31/12	Anderson	3-4p		:30			NM	3	$300.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
N 15	KVVU	09/03/12	09/04/12	Anderson	3-4p		:30			NM	2	$200.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 16	KVVU	08/29/12	08/31/12	The Dr.Oz Show	4-5p		:30			NM	3	$465.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $155.00						
N 17	KVVU	09/03/12	09/04/12	The Dr.Oz Show	4-5p		:30			NM	2	$310.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $155.00						
N 18	KVVU	08/29/12	08/31/12	Fox 5 News at 5	5-530p		:30			NM	3	$825.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $275.00						
N 19	KVVU	09/03/12	09/04/12	Fox 5 News at 5	5-530p		:30			NM	2	$550.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $275.00						
N 20	KVVU	08/29/12	08/31/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	$795.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $265.00						
N 21	KVVU	09/03/12	09/04/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	$530.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $265.00						
N 22	KVVU	08/29/12	08/31/12	MORE Access	6-7pm		:30			NM	6	$870.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 6	Rate $145.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
6	KVVU	08/27/12-09/02/12		*MORE Access*	*6-7pm*	---WThF----	*:30*		*~~$145.00~~*	*NM*		
See MG 22.7												
7	KVVU	08/31/12-08/31/12		Fox 5 News at 6pm	M-F 6-630pm	------F----	:30		$145.00	NM		
Ⓜ	MG for 22.6 08/31											
N 23	KVVU	09/03/12	09/04/12	MORE Access	6-7pm		:30			NM	4	$580.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 4	Rate $145.00						
N 24	KVVU	08/29/12	08/31/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	6	$4,500.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 6	Rate $750.00						
N 25	KVVU	09/03/12	09/04/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	$3,000.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 4	Rate $750.00						
N 26	KVVU	08/30/12	08/30/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	$450.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
482961 /	06213752

Contract Dates	Product	Estimate #
08/29/12 - 09/04/12	D HELLER FOR SENAT	

Advertiser	Original Date / Revision
Dean Heller For Senate	06/26/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	---1---	1				$450.00			
N 27	KVVU	09/01/12	09/01/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	-----1-	1				$500.00			
N 28	KVVU	09/02/12	09/02/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	------1	1				$150.00			
N 29	KVVU	09/02/12	09/02/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	$745.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	------1	1				$745.00			
N 30	KVVU	09/02/12	09/02/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	$425.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	------1	1				$425.00			
N 31	KVVU	08/29/12	08/31/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	$2,190.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	--WTF--	6				$365.00			
N 32	KVVU	09/03/12	09/04/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	$1,460.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/03/12	09/09/12	MT-----	4				$365.00			
								Totals			84	$24,835.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/04/12	84	$24,835.00	$21,109.75
Totals	84	$24,835.00	$21,109.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6213752 TRF# 482961 ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 13.12
$$$ MOD# 0: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

ADV #_____ ADV. NAME POLI/D HELLER/R/SEN/NV REP.#_____ OFF.# 762 SALESMAN #_____

AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS

3299 K. STREET NW, SUITE 200 SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER #_____ CONTRACT # 6213752 CLASS: NATL. LOCAL REGIONAL

PRDCT D HELLER FOR SENATE EST#____ COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES AUG29/12 SEP4/12 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE AUG8/12 13.12

REP: TO ROSE
FR NIKKI
OK'D M1 SEE LINE 33
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DEAN HELLER FOR SENATE

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22		S	600P-700P	30		$145.00	8/29	8/31	5		W-F	5
	PROGRAM : MORE											
	CON COM1: MAX 2X DAY											
33		A	600P-630P	30		$145.00	8/31	8/31	1		FRI	1
	PROGRAM : FOX5 6P NEWS											
	ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE.											

THIS IS A MAKE-GOOD FOR AUG31 ON LINE-22 FOR 1 SPOT/WK

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#22	MISSED:	W-F/600P-700P	AUG31	30S $145.00	(AUG7/12)
			OFFER:	FRI/600P-630P	AUG31	30S $145.00	PLS ADVISE.
			CMT:	PRG CHG. PRE-BOOKED PLS APPROVE.			

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6213752 TRF# 482961 ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 13.12
$$$ MOD# 0: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12	24835.00											

CONTRACT TOTAL 24835.00
TOTAL SPOTS 84

MARKET TOTALS $165,566 KVVU 15% KSNV 22% KLAS 36% KTNV 18% KVMY 4% KVCW 3% CABL 0%
KTUD 2%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE